

PHILIP MORRIS INCORPORATED

ADVERTISING COST ESTIMATE

Brand: Marlboro

Date: October 17, 1979

Media: Other Promotions - Baseball

Contract Terms: To advertise on the fourth cover of the New York  
-Yankees Scorebook & Official Magazine for the  
1980 season. The ad will be four/color bleed  
and will cost \$15,366.00 net.

Mr. Robert N. Sloan  
Advertising Manager  
New York Yankees  
Saxton Communications Group, Ltd.  
Pay To: 605 Third Avenue  
New York, New York 10016

Approvals: 

1980	ESTIMATED COST	AMOUNT PAID	INVOICE NO.	INVOICE DATE	DATE PAID
JANUARY					
FEBRUARY					
MARCH					
APRIL	\$15,366.00 net				
MAY					
JUNE					
JULY					
AUGUST					
SEPTEMBER					
OCTOBER					
NOVEMBER					
DECEMBER					
TOTAL	\$15,366.00 net				

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